

Navigating the Future



Kentucky State Fair Board 2002 Annual Report

Kentucky Fair & Exposition Center Kentucky International Convention Center



Kentucky Fair & Exposition Center



KENTUCKY INTERNATIONAL
CONVENTION CENTER



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Andrew "Skipper" Martin
Governor's Representative



Bruce Harper
Vice Chairman,
Harrodsburg



Ronald Carmicle
Louisville



Anna Jane Cave
Glendale



Gib Gosser
Somerset



Lanny Dale Greer
Manchester



Charles Hamilton
Shepherdsville



Dear Friends:

The Kentucky Fair & Exposition Center remains a jewel among similar operations in our country. The exceptional quality of this popular facility maintains its appeal with meeting planners and visitors with each event that takes place.

As you view this report you will experience the success of the Kentucky Fair & Exposition Center and you will

appreciate the dedication of the board members who devote their time and talents to it. Their vision for the future is reflected in the theme of the report, "Navigating the Future." I share their enthusiasm for the possibilities that await this great facility and I encourage their careful consideration of the potential for the state it serves. The board's bold renovation of the Kentucky International Convention Center and its success have helped to bring new life into the downtown Louisville area. Louisville has great potential and the expanded Convention Center has returned dividends for the expansion with frequent and repeated use.

All of this could not have been accomplished without the leadership of a dedicated Fair Board staff. Thank you for your hard work. The results have benefited all of the people of the Commonwealth and we look forward to more improvements in the future.

Sincerely,

Paul E. Patton
Governor

Dear Friends:

For the Kentucky State Fair Board, this past year marks a turning point in the progress and success of the Kentucky Fair & Exposition Center and the Kentucky International Convention Center. In 2002, the convention center showed growth beyond expectation in the amount of business - both new and repeat - and in occupancy figures. A remarkable result of providing the type of world class space and services in demand among trade shows and conventions today. The convention center's growth sets a standard of progress that now must be matched by the Kentucky Fair & Exposition Center.

In recent years, the Kentucky Fair & Exposition Center has maintained status quo producing increases in occupancy figures yet decreases in the percentage of repeat business. Because competition to retain and continue to attract large events remains fierce in the region, the 46-year-old exposition center struggles to avoid becoming stagnant in a progressive market. The rapid growth in business for the convention center stemming from the expansion and renovation provides proof that the success of the Kentucky Fair & Exposition Center rests in a similar investment for its long-term future.

The support of the General Assembly and the leadership in Frankfort remains a key component in the success of the Kentucky State Fair Board and its facilities. The state's commitment to the progress and promotion of both the Kentucky Fair & Exposition Center and Kentucky International Convention Center greatly contributes to the overall advancement of Kentucky's tourism industry and economy. We appreciate all of those who help guide us in the direction of success and look forward to your support in navigating the future.



Mary Anne Cronan
Chairman



Harold Workman
President and CEO



Mary Kate Kordes
Bremen



Rita Phillips
Louisville



Thomas J. Schifano
Louisville



Billy Ray Smith
Commissioner
KY Dept. of Agriculture



Dr. M. Scott Smith
Dean
UK College of Agriculture



William B. Tolle
Maysville



Joe Wright
Harned



Our Business

In 1902, when the Kentucky General Assembly passed a bill stating the provision of "an annual state fair for the exhibition of agricultural, mechanical, horticultural, dairy, forestry, poultry, and livestock products be, and the same is hereby created to be known as the Kentucky State Fair," a governing body was needed to implement and maintain such an endeavor. The Kentucky State Board of Agriculture took on the task from 1906 until 1938 when the decision was made to create a Kentucky State Fair Board. The board, comprised of governor appointments and elected members of university administrations and pertinent associations, united prominent community leaders from around the state. Exceeding expectations, the Kentucky State Fair Board not only proved successful but continues to thrive as an agency of the Kentucky Tourism Development Cabinet.

Since 1950, when the Fair Board began construction on one of the greatest and largest exposition facilities of its kind in the world - the Kentucky Fair & Exposition Center - the Kentucky State Fair Board has been at the forefront of Kentucky tourism development. Today, the Kentucky State Fair Board operates two of the largest facilities in the state - the Kentucky Fair & Exposition Center and the Kentucky International Convention Center.

Our Mission

The Kentucky State Fair Board shall promote the progress of the Commonwealth of Kentucky and stimulate public interest in the advantages and development of the Commonwealth by providing the Kentucky Fair & Exposition Center and the Kentucky International Convention Center for exhibitions, conventions, trade shows, public gatherings, cultural activities, and other functions. In managing these facilities, the Kentucky State Fair Board resolves to advance Kentucky's tourism industry and economy while serving the entertainment, cultural and educational interests of the public.





Familiar Territory

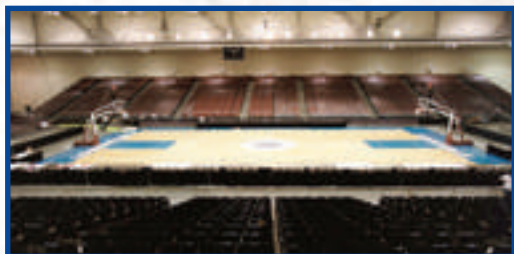
Year in Review

Kentucky Fair & Exposition Center Completed Projects

- Poured new concrete in the West Courtyard
- Repaired the tile floor in the East and West Hall restrooms
- Replaced the windows in administration and security offices
- Repaired the dimmer control system in the South Wing Conference Center
- Upgraded the elevators in Broadbent Arena and the north elevator in Freedom Hall
- Installed a new 60 foot storm drain pipe on the east side of the property Replaced roofs on the West Hall, the high roof of the West Wing, and the Mechanical Room
- Installed a new emergency generator for the East and West Wings
- Recaulked the joints of the exterior masonry of Broadbent Arena
- Removed the planters on the east side of Freedom Hall
- Installed new back flow preventers on the water service to Freedom Hall
- Installed blackout lighting in Freedom Hall
- Repainted the Freedom Hall canopy

Kentucky International Convention Center Completed Projects

- Upgraded and repainted the basketball floor



Degrees of Longevity

The Kentucky International Convention Center (KICC) celebrated its 25th anniversary this year in grand style. Commemorative posters illustrated the significance of the event and members of the community spoke on the impact the convention center has made on downtown Louisville over the years.

"Since opening 25 years ago, KICC has been the centerpiece of the economic vitality in downtown Louisville. It would be impossible to estimate just how much KICC has impacted the growth and success of hotels, restaurants, attractions, and businesses in the central business district," said David Snowden, Chairman of the Greater Louisville Convention & Visitors Bureau Commission.

The festivities also included a seven-foot long, 600-pound cake replicating the facility along with an 11-foot ice sculpture of the super truss in celebration of a quarter century of success.



The Right Direction

In March 2002, US Wireless Online equipped the Kentucky Fair & Exposition Center and the Kentucky International Convention Center with high-speed Internet access as a service to clients and exhibitors of the facilities. "Our mission is to make event organizers have yet another reason to choose Kentucky for their shows," said L. Douglas Keeney, US Wireless Online CEO. So far, a total of 69 show exhibitors have taken advantage of this new service which allows them to go online from their exhibit booth. A rapidly growing service among convention and exposition centers, the addition of high-speed Internet access makes both facilities even more marketable in a highly competitive industry.



Easy Passage

Buying tickets for most events at the Kentucky Fair & Exposition Center became much easier this past year with the implementation of the new Ticketmaster system called ticketfast™. Streamlining the ticketing process, the exposition center became the first facility in the region and one of a select number of venues nationwide to launch the program. Utilizing bar code technology, the system enables patrons to purchase tickets online and print them from their own computers. The bar coding system also allows the ticket to be scanned upon admission to the event using Fan™ technology. The technology produces such benefits as reducing Will Call wait lines, thwarting counterfeit tickets, and expediting the replacement of lost tickets.



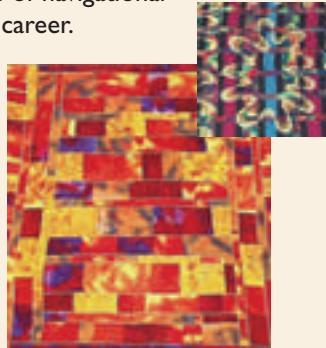
Familiar Territory



Expanding Horizons

Expanding the horizons of the visitors to the convention center, the collection of artwork within the walls of the facility grew this year to encompass 12 new pieces. Designed by artist Tom Lear, the contemporary 30-foot by 25-foot sculpture called "Journey of Discovery" adds dimension to the walls in the Riverside Lobby. Generously donated by Yum! Brands, the sculpture contains symbols of navigational instruments and elements of Colonel Sanders' career.

Similarly, the addition of a collection of 11 fiber art wall hangings by artist Mary Craik brings a kaleidoscope of color to the prefunction space outside the second floor exhibit hall. The hangings showcase the unique combination of sewing techniques, decorative stitches, free-motion embroidery, quilting and piecing applique used by the artist. This display, along with the other art housed in and around the facility, enhances the overall experience of both clients and visitors.



Returning Home



The Sterling and Reid Circus revived the "big top" at the convention center this year by presenting the first circus held in the facility in over 20 years. The three-ring circus provided entertainment to nearly 15,000 spectators during its six performances. Similarly, the Ohio Valley Conference returned to Louisville after over 40 years to host the 2002 OVC Men's and Women's Basketball Tournaments on the convention center's newly refurbished basketball floor. More than 6,000 spectators attended the tournament which demonstrated the convention center's marketability as a venue for sporting events.

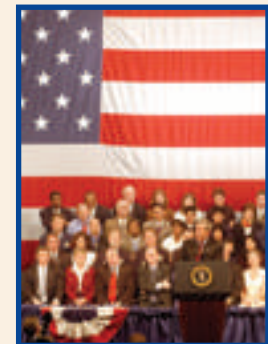
Star Navigation

The exposition center and convention center welcomed some high profile guests throughout the past year. After the 2002 Olympic Winter Games, the silver and bronze medalists in men's and women's figure skating took the ice in Freedom Hall for the Champions on Ice 2002 Olympic Tour. "Quad kings" Evgeny Plushenko and Timothy Goebel as well as Irina Slutskaya and Michelle Kwan drew fans from all over to see the Olympic performances in person.



Cardinal Stadium filled with an estimated 10,000 fans in August of this year to welcome home members of the Little League World Series championship team. Louisville's own Valley Sports captured the title and the national spotlight creating one of the greatest moments in sports this year. In addition to the thousands who gathered to greet the players, city and state officials offered their congratulations and local community businesses provided complimentary food and refreshments for the celebration.

In this election year, both the Kentucky Fair & Exposition Center and the Kentucky International Convention Center were chosen as sites for two different presidential visits. President George W. Bush delivered speeches to thousands of attendees in Broadbent Arena at the exposition center and Exhibit Hall 2C of the convention center.





Plotting a Course

Future Projects

Expansion of South Wing
Renovation of East Wing/East Hall



Main Traverse

Conventioners, clients, and consumers of the convention center will soon be able to safely and easily walk from the Galt House hotel to the facility through a new above ground pedway. The pedway will connect from the Galt House across Main Street to the Cowger parking garage. The west side of the parking garage contains an existing pedway that currently links to the convention center in addition to a pedway across Jefferson Street connecting the convention center and the Hyatt Regency hotel. With the Hyatt Regency's pedway to the Galleria, the entire walkway would provide contiguous travel between the Galt House, convention center, Hyatt Regency and the Galleria's proposed entertainment complex.

Desirable Destination

Plans for a 615-room Marriot Hotel to be built in the near future will help place the Kentucky International Convention Center and Louisville on the map as a desirable convention and trade show venue. The 20-story downtown hotel will serve as a convention headquarters and include pedways connecting to the convention center. The development will also offer underground parking, meeting and banquet rooms, two restaurants, exercise facility, and retail spaces on the lower level. The suggested location of the hotel is one block south of the convention center bordered by Second, Third, Jefferson and Liberty Streets. Combined with the 392-room Hyatt Regency, the additional hotel allows the convention center to advertise 1,000 upscale attached rooms - a desirable amenity among large conventions and trade shows.

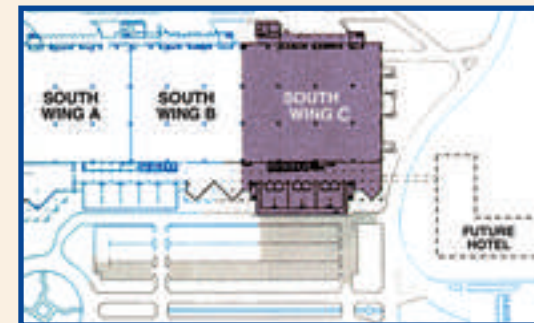
Bearing South

Navigating requires a keen sense of direction and good mapping skills to make progress towards the destination. For the Kentucky Fair & Exposition Center, the map for the future indicates the facility should bear south to reach success.

The Kentucky Fair & Exposition Center holds a crucial position in Kentucky's tourism industry and economy. The path to success in today's trade show and convention market remains tough and requires the facility to stay abreast of the demands for space. Specifically, the demands for desired class "A" column-free exhibit space.

The proposed expansion of the exposition center's South Wing C would provide 166,500 additional square feet of class "A" column-free space and 57,000 square feet of meeting and conference space. The project also includes renovation of the East Wing and East Hall, which would transform 265,000 square feet into class "A" exhibit space.

Through an expansion and renovation of the facility, the exposition center would increase its profile and potential for attracting new convention business as well as maintain a competitive edge in the rapidly growing exposition industry. The facility would retain the large clients who have previously indicated they will move venues without the addition of more class "A" exhibit space. Furthermore, the expansion would yield a potential economic gain of an additional \$200 million annually. The Kentucky Fair & Exposition Center would move into position as the third largest among competitors in the region and maintain its ranking as one of the top 10 largest exposition centers in the nation.



Landmarks



National Farm Machinery Show & Championship Tractor Pull



Just like any other successful industry in America today, operating a profitable agribusiness requires informed decisions, access to new technology, and the greatest return possible from any money invested.

Identified as the largest indoor farm show in the country, the National Farm Machinery Show has been providing just such answers to agribusiness professionals for the past 37 years.

The National Farm Machinery Show continues to attract thousands of people each year as 298,003 people traveled to Louisville for the four-day show held in February. Not only was that attendance figure an increase of more than 11,000 visitors from the year prior, but it was also the third-highest total attendance in the history of the show.

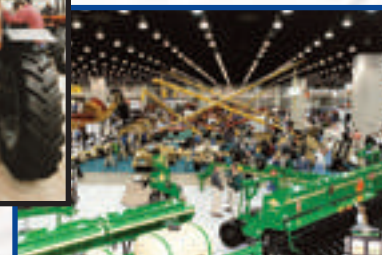
A total of \$2,263,057 was received in exhibitor contract revenue, up slightly from last year, as 776 exhibitors lined the show floor to market their variety of services and products. Revenue from sponsorship experienced a seven-percent jump during the 2002 show, bringing in a total of \$123,000. The contributions made by the show's sponsors allowed the event to once again offer free show guides, informative seminars, exhibitor lounges and "You Are Here" maps.



The Championship Tractor Pull, sponsored by Syngenta, was another huge success in 2002 as 75,003 tickets were purchased for a total of \$1,515,945 – an 11% increase over the previous year. Four of five sold out pulls and the opportunity for the drivers to take home a share of the \$200,000 prize money help to make this event a continual success.

Local and state media outlets' coverage of the National Farm Machinery Show provided Kentucky residents with a closer look at the impact and importance of the show. The estimated dollar value for the amount of media coverage received is more than \$52,000.

However, attendance figures, on-site revenues and media coverage are not the only impressive numbers generated by the event. This is also the state's most lucrative show, as it annually produces an estimated \$19 million in non-resident expenditures.



Landmarks

Kentucky State Fair



As one of the most anticipated and highly attended events in the Commonwealth, the Kentucky State Fair once again provided visitors with a continuous supply of food, entertainment, exhibits, animals and contests. As a result, the attendance of the 98th Kentucky State Fair surpassed the 600,000 mark for the 14th consecutive year, officially totaling 618,954 people for the 11-days of the fair.



The Kentucky State Fair Board's increasing efforts to attract school groups and educate as well as entertain them was evidenced by the roughly

7,800 schoolchildren that visited the educational exhibit this year – a dramatic increase from last year's 4,800. The educational exhibit, 2002: A Land Odyssey – This Land Is Our Land, explored the wondrous and complex worlds of Kentucky's land thanks in large part to a \$50,000 grant issued by the Office of Governor Paul Patton and a \$50,600 grant from the Gheens Foundation.

Also receiving accolades this year, the 2001 Kentucky State Fair educational exhibit, 2001: A Water Odyssey, received a "Spirit of the Land" award from the Salt Lake Organizing Committee (of the 2002 Olympic Winter Games). The exhibit was one of 15 hand-selected environmental education programs chosen from around the world for its excellence in communicating environmental issues and awareness.

When comparing numbers with last year's event, it appears there was a decrease in the number of concert tickets sold (-2%) and revenue generated (-1.5%). However, the 41,143 tickets



sold and the \$1,106,535 in ticket revenue actually represent gains because the fair offered four paid concerts in 2002, compared to the six paid concerts offered in years past. Proving the success of this year's concert line-up, the four paid concerts sold nearly as many tickets and earned almost as much in revenue as the six paid concerts had in the year prior. The prestigious and time-honored World's Championship Horse Show bolstered ticket sales even further selling 32,497 tickets for a total of \$341,630.

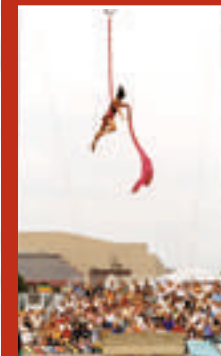
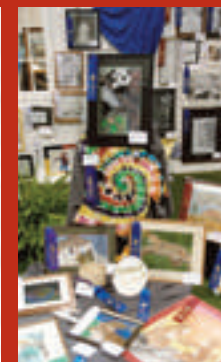
While the number of competitive entry exhibitors remained relatively the same as last year at 8,452, the number of entries submitted increased by an amazing 7% to 52,203. General entries recorded 32,647 submissions (up 3%), livestock entries totaled

11,960 (up 13%), and horse show entries drew 7,596* (up 15%).

Although already established as a heavily sponsored fair, the event's sponsorship revenue also experienced substantial growth in 2002. The total revenue of \$505,450 produced a 13% climb over last year's figure. Additionally, the popular East Wing commercial area of the fair – featuring 394 exhibitors marketing their products and services – contributed an impressive \$687,155 in exhibitor revenue.

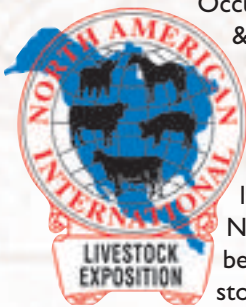
During August, the media's eyes traditionally focus on the activities of the Kentucky State Fair generating interest in the event across the state of Kentucky. Press and television coverage from local and statewide outlets accounted for approximately \$975,000 worth of media awareness. Consequently, people from all across the region visit the fair translating into more than \$16 million in non-resident expenditures pumped into Kentucky's economy each year.

* Totals do not include the 4-H Horse Show.



Landmarks

North American International Livestock Exposition



Occupying much of the Kentucky Fair & Exposition Center's calendar in November, the two-week long North American International Livestock Exposition (NAILE) continues its reign as the world's largest purebred livestock show. Now in its 29th year, NAILE has been recognized as one of the livestock industry's leading sources for the display and sale of breeding excellence.

Attendance for NAILE remained on target with past years' totals as approximately 195,000 visitors passed through the show gates. Of that figure, 4,711 were students experiencing the show as part of an educational field trip.

With NAILE offering \$670,000 in premiums and awards, it is easy to understand why exhibitors submitted a total of 22,086 entries into the nine major divisions of competition. Furthermore, the entry submission process took a major technological step forward this year when NAILE's web site introduced online exhibitor registration. This new component allowed exhibitors to instantly submit their entry data directly to the show, complete with credit card payment.

While only a small percentage of entrants used the online registration this year, the program has the potential to streamline the entire exhibitor registration process in the near future.



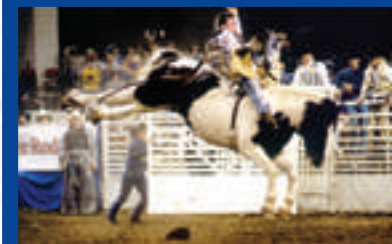
The North American Championship Rodeo – the invitational finals for the Pro Rodeo Cowboys Association – once again returned to NAILE for three nights of bull riding action. This Great Lakes Circuit Rodeo Finals brought the top cowboys in the region together in competition for more than \$70,000 in prizes and the title of Regional Champion. A total of 17,534 tickets were purchased for this wild accompaniment to NAILE, bringing in \$332,325 in ticket revenue.

For the first time, the US Disc Dog Nationals Championship Weekend accompanied NAILE, adding a different flair to the show in 2002.

Teams of Frisbee-catching canines and their owners seeking to be crowned the next national champion provided plenty of high-flying action in Freestyle and Toss & Fetch competition.

As a whole, the activities of NAILE received much attention from local and state media outlets. A value of more than \$90,000 in media coverage was received for the show.

While the North American International Livestock Exposition has proven its far-reaching impact on the livestock industry, it is difficult to overlook the fact that the show also produces nearly \$11.6 million in non-resident expenditures within the state annually.



Communication



Coordinates

Just as coordinates on a map relate to positions on the earth, communication is used to relate information to the public. The Kentucky State Fair Board's success in communicating information and events can be seen in the size and scope of the media and public relations campaigns implemented in 2002. The results show significant coverage and widespread public interest in the events and facilities operated by the Fair Board.

The distribution of print material increased by 41 percent this year totaling over one million pieces. The strong effort to get the word out about Kentucky State Fair Board events and news resulted in media impressions totaling 4,848. Print media especially showed an increase in coverage and both print and broadcast impressions resulted in over 5.7 million dollars in advertising equivalency.

Print advertising remains an important aspect of promoting Kentucky State Fair Board events and facilities. A strong campaign of 217 ads placed this year reached a variety of audiences across the region. Those ad placements yielded a total circulation of over 17 million people stimulating interest in attending events at the Kentucky Fair & Exposition Center and Kentucky International Convention Center.

One of the most important communication tools, the Kentucky State Fair Board web sites show some of the highest increases in figures pointing to

their significance in providing information to the public. Visitors to all five web sites totaled over half a million, which is an 18 percent increase from last year's numbers. Moreover, the increase in the amount and type of information offered online was successful in satisfying the demand for information. As a result, the online inquiries decreased by 50 percent compared to totals from 2001.

Total Distribution of Print Material for the Year: 1,088,680 pieces

Kentucky Fair & Exposition Center	5%
Kentucky International Convention Center	2%
Kentucky State Fair	84%
National Farm Machinery Show	7%
North American Int'l Livestock Expo	2%

Print Advertising Placements & Circulation

KFEC/KICC Facility Advertisements	
Placements	59
Circulation	2,464,365
Kentucky State Fair	
Placements	107
Circulation	10,669,677
National Farm Machinery Show	
Placements	21
Circulation	3,285,701
NAILE	
Placements	33
Circulation	1,451,100

Media Impressions*

Electronic Media Impressions	2,948
Advertising Equivalency in Dollars	\$3,328,740
Print Media Impressions	1,900
Advertising Equivalency in Dollars	\$2,394,058

* Figures for November and December are estimated.

Web Site Visitors*

Kentucky Fair & Exposition Center	171,216
Kentucky International Convention Center	43,654
National Farm Machinery Show	89,222
Kentucky State Fair	180,674
North American Int'l Livestock Exposition	101,557
TOTAL	586,323

* Figures for November and December are estimated

Electronic Inquiry Totals for the Year*

Kentucky Fair & Exposition Center	293
Kentucky International Convention Center	102
Kentucky State Fair	409
National Farm Machinery Show	250
North American Int'l Livestock Expo	386
TOTAL	1,440

* Figures for November and December are estimated.

Kentucky Fair & Exposition Center

EXHIBIT HALL OCCUPANCY

January	440
February	843
March	581
April	218
May	289
June	239
July	709
August	1,938
September	292
October	434
November	898*
December	617*
Total	7,498

* Estimated
** Event periods equal the number of times space is utilized during the month

Kentucky International Convention Center

EXHIBIT HALL OCCUPANCY

January	148
February	166
March	224
April	205
May	401
June	315
July	280
August	420
September	170
October	203
November	215*
December	159*
Total	2,906

* Estimated
** Event periods equal the number of times space is utilized during the month

Mapping the Market

Positioning for a place in the competitive trade show and convention market requires facilities to provide first-class space and services to meet the demands of clients and consumers. Consequently, the Kentucky Fair & Exposition Center and Kentucky International Convention Center strive to attract business that will put them on the map as competitive world-class facilities.

The expansion and renovation of the Kentucky International Convention Center continues to yield dividends for the facility. The 161 total major events for 2002 points to a 48 percent increase from the number of events held in 2001. Similarly, of the total number of events, repeat business increased by 46 percent and new business increased by an outstanding 50 percent. Further demonstrating adeptness as a trade show and convention venue, the convention center shows an astounding 65 percent increase in exhibit hall occupancy. These numbers not only prove the convention center's success but illustrate the returns that continue to be made on the expansion and renovation investment.



Mapping the Market

Due south of the downtown convention center, the Kentucky Fair & Exposition Center vies for business among a region full of attractive exposition and convention centers. Amid a sea of rapidly growing facilities, the exposition center struggles to hold on to its position as one of the top 10 largest event venues. The exposition center shows increases in occupancy and total number of events. However, the percentage of repeat business out of the total number of events decreased 10 percentage points from 2001. The percentage of new business rose from the previous year filling in for events that moved on since last year.

Unfortunately, the gains in new business do not represent the sought after long-term large events that are desired for the economic impact dollars they bring to the state. Therefore, the future of the Kentucky Fair & Exposition Center remains uncharted. Some of the facility's significant long-term clients have outgrown the amount of space available and indicate they may have to move to a larger venue. The Kentucky Fair & Exposition Center risks losing over \$65 million in current economic impact and the potential to attract new large-scale convention business without supplying the exhibit space demanded by the rapidly growing trade show and convention industry.

Kentucky Fair & Exposition Center

NEW/REPEAT BUSINESS

96 Repeat Events
(64% of total business)

53 New Events
(36% of total business)

149 Total Major Events

Kentucky International Convention Center

NEW/REPEAT BUSINESS

89 Repeat Events
(55% of total business)

72 New Events
(45% of total business)

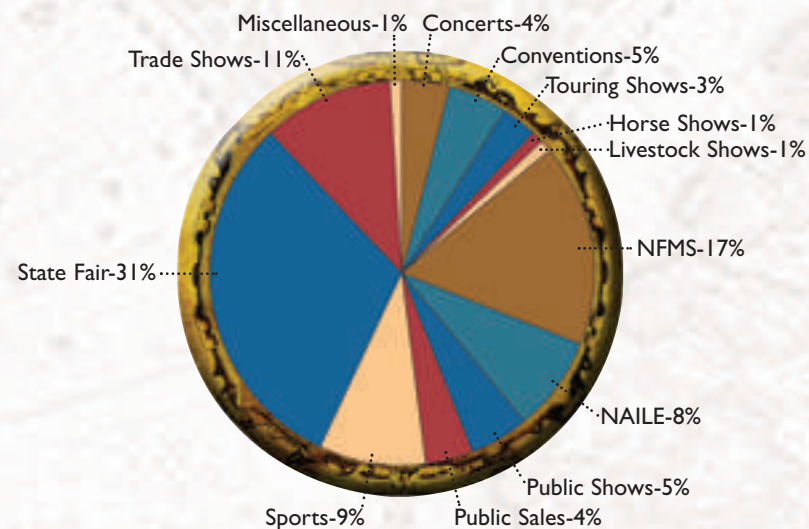
161 Total Major Events



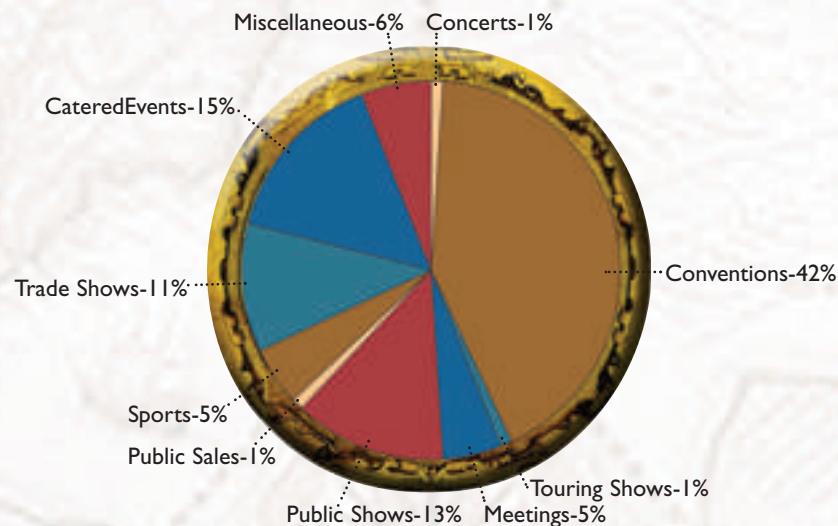


Observations

KFEC Sources of Event Income



KICC Sources of Event Income



Kentucky Fair & Exposition Center

MONTHLY ATTENDANCE**

January	154,268
February	515,618
March	274,372
April	191,995
May	108,041
June	69,422
July	166,295
August	679,184
September	176,278
October	154,074
November	271,959*
December	216,364*

Total 2,947,870

* Estimated
** Does not include Six Flags Kentucky Kingdom attendance

Kentucky International Convention Center

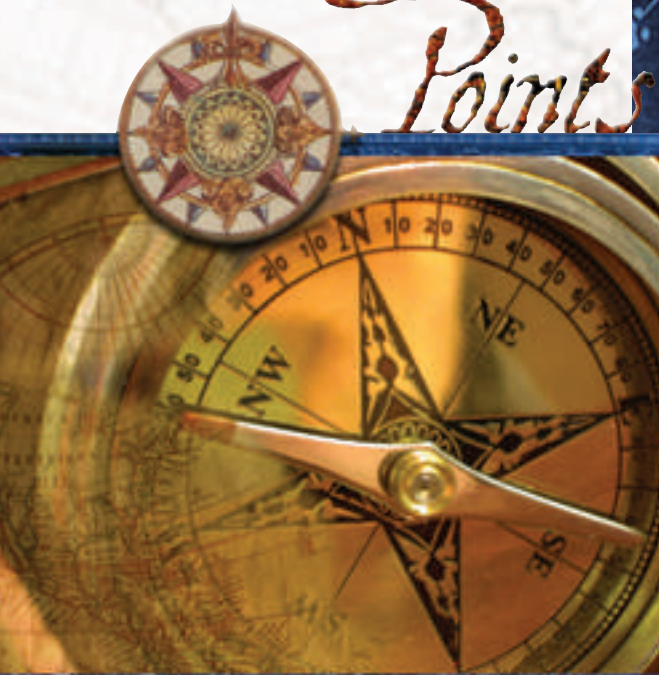
MONTHLY ATTENDANCE

January	40,279
February	43,278
March	42,833
April	24,120
May	53,904
June	12,085
July	15,905
August	13,355
September	9,698
October	33,760
November	40,000*
December	23,300*

Total 352,517

* Estimated

Position Points



KENTUCKY FAIR & EXPOSITION CENTER

REVENUES:	FY 1999-00	FY 2000-01	FY 2001-02
Event Income	\$24,708,000	\$25,442,000	\$25,750,000
Other Income	774,000	816,000	913,000
State Appropriation for NAILE	407,000	407,000	407,000
TOTAL	\$25,889,000	\$26,645,000	\$27,070,000
EXPENDITURES:			
Direct Event Costs	\$12,230,000	\$13,400,000	\$13,019,000
Administrative Costs	1,774,000	1,834,000	2,077,000
Maintenance Costs	6,861,000	7,247,000	7,331,000
TOTAL	\$20,865,000	\$22,481,000	\$22,427,000
NET INCOME OR (LOSS)	\$5,024,000	\$4,164,000	\$4,643,000

KENTUCKY INTERNATIONAL CONVENTION CENTER

REVENUES:	FY 1999-00	FY 2000-01	FY 2001-02
Event Income	\$1,552,000	\$2,236,000	\$2,142,000
Parking Garage Income	1,700,000	1,886,000	1,852,000
Other Income	211,000	166,000	113,000
TOTAL	\$3,463,000	\$4,288,000	\$4,107,000
EXPENDITURES:			
Direct Event Costs	\$341,000	\$344,000	\$422,000
Administrative Costs	935,000	938,000	1,034,000
Maintenance Costs	2,434,000	2,547,000	2,468,000
TOTAL	\$3,710,000	\$3,829,000	\$3,924,000
NET INCOME OR (LOSS)	\$(247,000)	\$459,000	\$183,000

(The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30th, and operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.)





Position Points

KENTUCKY STATE FAIR BOARD

REVENUES:	FY 1999-00	FY 2000-01	FY 2001-02
Direct Event Income	\$27,959,000	\$29,544,000	\$29,744,000
Rental Income from Long-Term Lessees	3,194,000	3,083,000	3,167,000
Other Operating Income	839,000	826,000	911,000
State Appropriation for NAILE	407,000	407,000	407,000
TOTAL	\$32,399,000	\$33,860,000	\$34,229,000
EXPENDITURES:			
Kentucky Fair & Exposition Center	\$20,865,000	\$22,481,000	\$22,427,000
Kentucky International Convention Center	3,710,000	3,829,000	3,924,000
General Administrative and Sales Expenses	4,330,000	4,065,000	4,266,000
Debt Service	371,000	371,000	371,000
TOTAL	\$29,276,000	\$30,746,000	\$30,988,000
NET INCOME OR (LOSS)	\$3,123,000	\$3,114,000	\$3,241,000

(The source of data is the Kentucky State Fair Board's internal accounting records through the end of its fiscal year on June 30th, and operating results reflect revenues and expenditures before accounting deductions for amortization and depreciation.)





Kentucky Fair & Exposition Center

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KENTUCKY INTERNATIONAL CONVENTION CENTER

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